

**THE EFFECT OF LOCAL WISDOM PRODUCT  
DESIGN AND PRODUCT QUALITY ON INCREASING  
PRODUCT COMPETITIVENESS OF BENGKALIS  
BATIK WEAVING  
(Case study on Customers of BUMDes Laggam Sako)**

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**ABSTRACT**

This study aims to determine the influence and how much the effect of Local Wisdom Product Design and Product Quality to Increase Product Competitiveness of Bengkalis Batik Weaving (Case study at Customer BUMDes Laggam Sako). The variables used consist of 2 independent variables and 1 dependent variable. This study uses quantitative methods using non-probability sampling method with Snowball sampling. Data collection techniques were carried out using a questionnaire to 100 consumers who have worn Batik woven BUMDes Laggam Sako. Processing data using the SPSS IBM 27 application with multiple linear regression analysis testing which include validity test, reliability test, T test, F test, and coefficient of determination ( $R^2$ ). The results of simultaneous testing between all independent variables on the dependent variable, it can be concluded that a local wisdom product design and product quality simultaneously have a positive and significant effect on increasing product competitiveness of Bengkalis batik weaving, And with the calculation of the coefficient of determination ( $R^2$ ) of 54.2% is a value that can explain product competitiveness from two independent variables, namely local wisdom product design and product quality.

**Keywords:** Product Design, Product Quality, Product Competitiveness